



Know It!

an e-news service for our partners from the Howard County Tourism Team

Travel Industry Association Forecasts Stable Leisure Travel Market Despite Rough Economy

The Travel Industry Association (TIA) released its annual travel forecast indicating what many of us already know: that an uncertain economic climate is leading American and global travelers to change their behaviors. Although leisure travel is stable, business travel is projected to decline and the United States is likely to be hit hard by a further decline in international arrivals.

"Consumers are responding as we might expect during an economic slowdown," said Dr. Suzanne Cook, Senior Vice President of Research for the Travel Industry Association. "But travel should not simply be viewed as an economic indicator; it should be seen as a part of the solution to our economic woes. There's no doubt that if we can spur travel, we can help to turn the economy around."

Consumers are likely to plan and purchase leisure trips differently with the pursuit of a "good value" as the primary reason why. Three quarters (76%) "expect to book a packaged vacation to save money" and six out of ten (58%) "plan to comparison shop for prices and rates specifically on the Internet." Seven out of ten (67%) "plan to stay fewer nights" and a comparable percentage expects to "spend less on food, beverages and entertainment" when traveling.

Focus on Sports Marketing

Travel, Events, & Management in Sports (TEAMS) is the world's leading conference and expo for the sports event industry. Executive Director Rachelina Bonacci, with tourism leaders from around the state, worked the Pittsburgh show in October as part of Team Maryland. In addition to kicking off the new state-wide sports marketing initiative, TEAMS is an informative trade show with more than 300 sports-event suppliers and destinations that provides new contacts and ideas, personal appointment sessions and networking sessions.

Terry Hasseltine, the recently named State Director of Sports Marketing (and resident of Howard County) is leading Maryland's efforts to raise the state's profile as a host for elite sporting events. Hasseltine came to Maryland after very successfully leading the state of Kentucky to nationwide recognition as a destination for high profile sports events. He recently addressed Tourism's bimonthly Hotel Breakfast Club, and spent the day assessing Howard County's sports venues.

Destination Maryland: The Official State Visitors Guide

Be part of Howard County's advertising presence in Maryland's Official Visitors Guide! Packed with information on all the attractions, accommodations and events in the state, this guide is the primary publication given out by the Maryland Office of Tourism at tradeshows, special events, state functions, all Maryland Welcome Centers, and call center fulfillment. HowardCounty has a 2-page spread, and is exclusively offering tourism partners the purchase of a block at the discounted rate of \$1,100. This offer is on a first come, first served basis so don't delay! See the attached flier for more information, or contact the Tourism office 410-313-1900 (team@visithowardcounty.com)

PARTNER Opportunities

Hotel Breakfast Club

This bimonthly networking meeting is open to hoteliers as well as any partners interested in group sales leads and industry networking. Enjoy coffee and light breakfast hosted by our partner hotels.

FREE for Tourism Partners and guests, but reply is required: register@visithowardcounty.com

NOVEMBER 13

Focus on the Economy and the Local Tourism Market

What are the opportunities and challenges for the local tourism industry in the current economic climate?

GUEST SPEAKER:

Dick Story
CEO, Howard County Economic Development Authority

Time: 8:30 - am

Place: Sheraton Columbia Town Center Hotel

COMING JANUARY 8

GUEST SPEAKER:

Tom Noonan, CEO
Baltimore Area Convention & Visitors Assoc.

Time: 8:30 - am

Place: Best Western BWI Center Hotel, 6755 Dorsey Rd., Elkridge

Don't Miss ...

REPartee - A Rep Stage Celebration! Saturday, November 15: 6 - 11 pm

Rep Stage at Howard Community College invites you to an evening of outstanding entertainment at the newly renovated Smith Theatre, in tribute to founder Valerie Lash. Proceeds will establish the Valerie Lash Arts & Humanities Scholarship! Seats are still available; visit www.repstage.org or call 410-772-4900.

Tourism Partners in the News

Bob Henig, owner of Bob's BMW motorcycles, was recognized in October as the largest individual and dealership donor for the national Ride for Kids® program, a nationwide motorcycle event that supports the Pediatric Brain Tumor Foundation.

This year alone, Henig, with the support of his network of vendors and BMW North America, raised \$106,437 through his Ultimate Bike Raffle, with the winner receiving a new BMW motorcycle, training and apparel worth \$19,000. Over the past 14 years, Bob's BMW has been one of the highest individual fundraisers in Ride for Kids® history, raising more than \$540,000!

But more important to Bob is providing much needed funding for research for patients and families coping with pediatric brain tumors. "I'm very fortunate to be able to call on my customers, vendors and the community to support this cause," he said. Mike Traynor, President of the PBTF said, "It has been said that a man never stands so tall as when he stoops to help a child. In our eyes, Bob Henig is one very tall man."

Save the Date: SOIREE! Tourism's Annual Fundraiser

Tuesday, June 2, 2009

Enjoy an evening of fabulous dining, while bidding to win exciting travel packages - and cheer as you watch our Dazzling Dancing Stars! In the beautiful tented gardens at Belmont Conference Center. Take this opportunity to showcase your business! Sponsorships now available and auction items are welcome.

Contact Amanda Hof for information:

Amanda@visithowardcounty.com / 410-313-1904

Tickets go on SALE January 1, 2009



Welcome New Tourism Partners!

Success in Style: Providing free business wardrobes and coaching to disadvantaged women seeking employment; proprietor of Charity's Closet, a thrift shop in The Shops at Frederick Rd. and St. John's Lane.

www.successinstyle.org

Terrapin Adventures: Outdoor adventure center based at Savage Mill, featuring a climbing tower, zip line, and ropes course. Team building and off-site trips available.

www.terrapinadventures.com

DouglasHomes: Custom homebuilder in and around Howard County for 20 years.

www.douglashomesinc.com

OUR ADDRESS HAS CHANGED:

Howard County Tourism
8267 Main Street, Side Ent.
Ellicott City, Maryland 21043
www.VisitHowardCounty.com

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